

SOUTHERN ILLINOIS

business bulletin

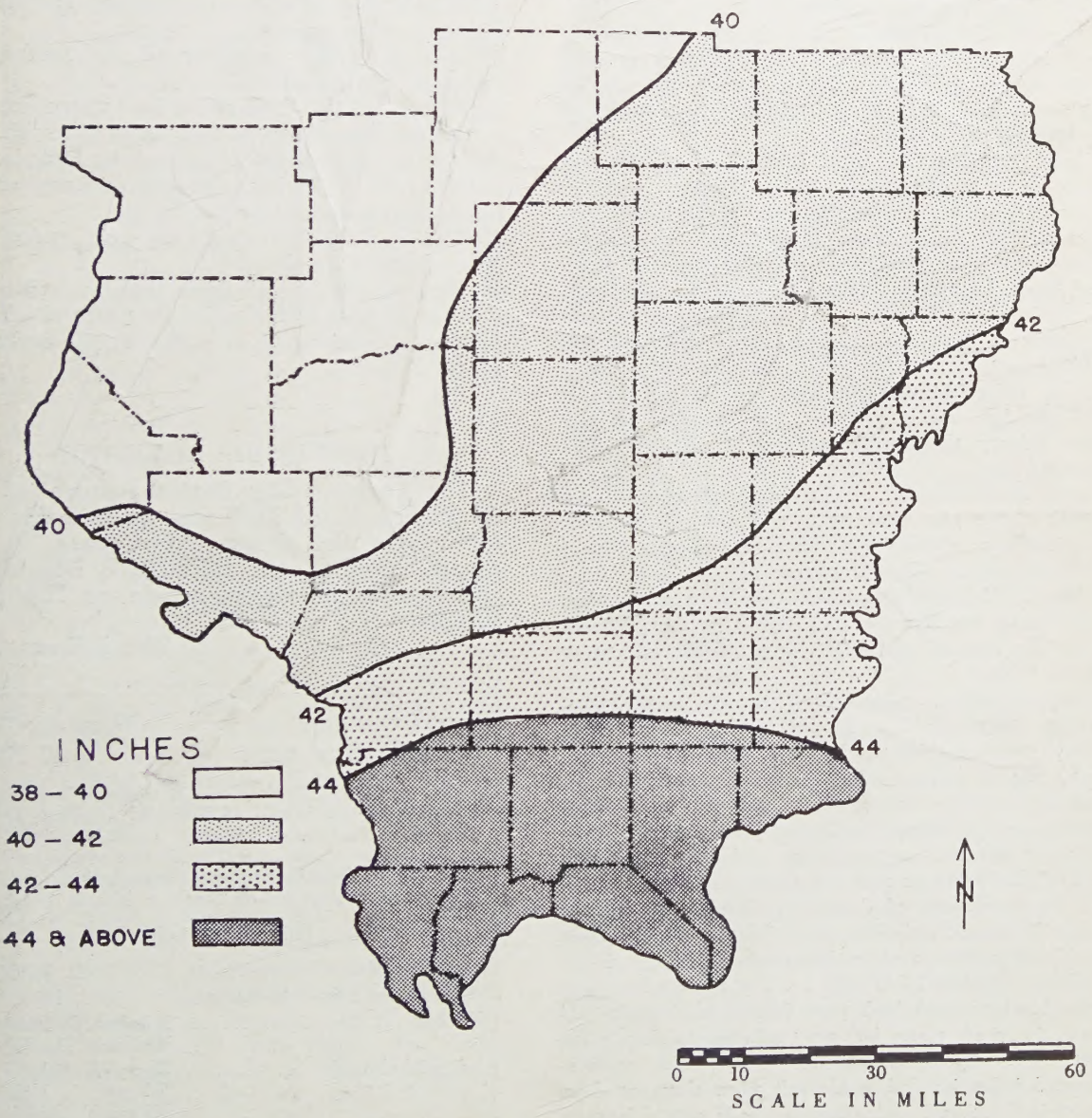
SOUTHERN ILLINOIS UNIVERSITY

CARBONDALE, ILLINOIS

L. 7

WINTER, 1957

NO. 1



AVERAGE ANNUAL RAINFALL IN SOUTHERN ILLINOIS

AREA NEWS NOTES

from WEST FRANKFORT . . . Equipment for the new zipper plant has been set into place, and it appears that maximum production will require about 150 employees. The new company, located in the former Coca-Cola building, was granted a loan of \$110,000 by the Small Business Administration.

from HERRIN . . . The Ly-Mar Hotel has started remodeling, and Connie Moss, general manager, says, "We will have the best hotel outside of St. Louis when our new suites and decorating are completed." Part of this redevelopment is being accomplished through a \$150,000 loan from the Small Business Administration.

from RETAIL NEWS BRIEFS . . . if you want another new "model store" to study, drive to Mt. Vernon and inspect G. C. Murphy's \$60,000 improvement in this fascinating "sell yourself" aspect of retailing.

from MURPHYSBORO . . . new city hall construction is well under way. The Daniel Grocery Company, operating eighteen stores in Southern Illinois, recently celebrated its 74th anniversary. The original Daniel Store was established in Murphysboro in 1882.

from COLLINSVILLE . . . Hiken Brothers Furniture Company has opened a new store in Gillespie.

from HERRIN . . . remodeling work in the interior and exterior of the Illinois Brokerage store has been completed with asphalt floor tiling, glass and porcelain store front, and fluorescent lighting. A new parking lot has been built.

from McLEANSBORO . . . The Hamilton County Chamber of Commerce is looking for a tenant for the 24,000-square-foot building which was formerly occupied by the Elder Manufacturing Company. The building is available for lease or purchase. The Chamber can also offer industry two smaller buildings of 8000 and 8500 square feet.

from BELLEVILLE . . . Abe Small, Small's, is justly proud of the new store front, well recessed and with plastic flowers above the displays. New lighting fixtures inside permit full view from the street.

from CARBONDALE . . . Archie Stroup, Stroup's, when asked about the future of retailing in Southern Illinois, said, "You have all seen my new store. That is my answer to the future."

from CAIRO . . . Gilbert Barnhart, director of Demonstration Branch of Urban Renewal Administration, Washington, D.C., speaking at the Cairo Community Development program meeting said, "Cairo has the chance to be a model for other communities." Barney Fisher, president of the Security National Bank, was named permanent chairman for the long-range program with Merrill Currier, WKRO Radio Station manager, as vice-chairman, Richard W. Poston, director of Community Development at SIU, said, "Teamwork and democratic citizen action can make the Cairo program a tremendous success."

From MISSOURI-PACIFIC . . . —an attractive four-page brochure, with back page devoted to Southern Illinois, "a good place for new industry to live." The pamphlet, with national distribution, says, "New or transplanted industries find fertile soil when they put down roots in Southern Illinois. Here is a truly central location, with excellent transportation providing easy access to the

vast markets of the Ohio and Mississippi valleys and Gulf Coast. Here, too, are great deposits of coal, oil, and other minerals essential to many manufacturing processes together with ample reserves of electric power.

"Tax situations in Southern Illinois also are most attractive to new industry and no area in the United States has a larger reserve of employable labor—skilled and semi-skilled. Its communities are prepared to offer substantial and practical co-operation to any business or industry sincerely interested in a good place in which to live and to grow."

CONTRIBUTORS

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JAMES D. KITCHEN is an assistant professor of government at Southern.

In the last issue, the Business Bulletin omitted the name of FRANK BRIDGES of the University Heart Education Department as author of the article Driver Training.

NEXT ISSUE: HIGHLAND

The regular City Series feature of the BUSINESS BULLETIN was omitted this time because of the pressure for space. In our Spring number, the BUSINESS BULLETIN will contain a lengthy article on Highland Illinois.

The Editors

SOUTHERN ILLINOIS BUSINESS BULLETIN

WINTER, 1956
Vol. 7 No.

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ECONOMY OF SOUTHERN ILLINOIS AFFECTED BY CLIMATIC CONDITIONS

Dalias A. Price

The effects of climate are so far reaching and important to all peoples and their economic ways of life that it might appear to be trite even to note the fact. Climate through the ages has been and is a most vital and impelling force in the affairs of man. Southern Illinois is no exception because climate is of very real significance to its people, agriculture, and general way of life. Yet, probably the other element of our environment is less clearly understood.

There is considerable confusion about the nature of climate and weather. Climate should be defined as the long term average of weather conditions, particularly rainfall and temperature, although there are other minor conditions of the atmosphere, such as wind, cloudiness, and humidity, which also play a significant role. Weather varies from season to season and from year to year; since climate is the average of weather, such fluctuations simply are not an inherent part of it.

There is a widespread belief, nonetheless, that our climates are changing—as we often read in articles in magazines and Sunday supplements. One hears the expression that we don't have the old-fashioned winters we used to have. Such is an erroneous and highly mistaken concept of our climate. Long-time records do not bear out the contention that the averages of winters or summers of any other seasons are changing character. On the other hand, it certainly is true that the climate of Southern Illinois now is somewhat different than it was ten, fifteen, or twenty-five thousand years ago or a million years ago when great sheets of ice advanced southward over most of Illinois and to the north edge of the Ozarks. Averages of climatic conditions may be undergoing slight changes in periods of one hundred or two hundred years, but we can't be sure because we do not have accurate records for very many places even of one century's duration. If there has been a slight warming trend during the first half of the twentieth century—and it is not a proven fact—it is just as likely that the latter half of this century may swing back to slightly cooler conditions (already predicted by some climatologists).

Rainfall and Droughts

What is much more important than possible climatic changes are the fluctuations of weather conditions, especially rainfall from one season to another and from one year to another. For example, Southern Illinois has an average rainfall of forty inches (see map on cover page). Yet, there have been years when nearly double that amount has been recorded and other years when there has been less than half of the average.

Obviously the most critical weather fluctuation is

inadequate rainfall, and even though Southern Illinois is blessed with humid climates, deficiencies occasionally occur with well-known devastating results. It is the years when inadequate rainfall comes that man dreams of trying to control his climatic environment more effectively.

Man long has attempted to make it rain. Even primitive tribes used their particular form of witchcraft, and modern man, with his advanced knowledge of science, has been trying to induce rain out of the atmosphere at will. No small amount of controversy rages about this particular subject. It has not yet been proven conclusively that rainmaking is possible; even the most ardent supporters only can claim that they "make it rain more." Until man learns more about artificial inducement of precipitation, we shall have to rely upon more effective and proven techniques than rainmaking.

The more promising method of averting droughts is through irrigation. Southern Illinois is favorably located for irrigation since it is bounded on three sides by major waterways of North America, the Ohio and Mississippi. Internally, there are sizable streams such as the Kaskaskia, Big Muddy, Little Wabash, Saline, and others which could be diverted onto the lands of Southern Illinois to quench the parched soils. But since Southern Illinois has droughts infrequently, there has not been the urgency and sustained interest for developing major irrigation projects.

Few Southern Illinoisians would suggest piping water from Lake Michigan for irrigation purposes in "Egypt", yet water is diverted from the Colorado and transmitted equal distances to California. If man needs water badly enough, he will go to great lengths to get it. That much of a necessity has not been felt in Southern Illinois.

Fuel Bill Savings

Southern Illinois summers tend to be hot, and some contend that our climate is undesirable from that standpoint. Yet man has in his power the ability to modify this aspect of his climatic environments to a limited extent. Air-conditioning is no longer considered a luxury but is rapidly becoming as common in Southern Illinois homes and offices as the electric fan once was. On the other hand, our hot summers are more than offset by the three other seasons of the year. Who can deny that the autumn season of Southern Illinois is one of its most valued assets, but spring is almost equally delightful and prolonged? Winters are mild and almost subtropical in character. Fuel bills are at least 50 per cent lower than those of upstate areas, which amounts to a saving of \$50 to \$135 per year, enough to defray the cost of operating complete air-conditioning units in our homes during the summer months.

Even though Southern Illinois is a land of many streams and rivers, natural lakes are scarce. Many sections lend themselves to the impoundment of streams and the production of artificial lakes. It

seems that the area has made only a beginning in that direction. One need only look at the northeast corner of the state to see the value of lakes to the economy of an area. They are of inestimable value for the storage of water during emergencies of drought, possible irrigation, and certainly for city water supplies and tourist attractions. Crab Orchard Lake and Little Grass Lake are concrete evidence of the impact lakes can have upon the economy of an area and in the development of a tourist industry. The value of the hilly sections of Southern Illinois could be materially increased by building many more artificial lakes.

There is some belief that lakes can materially affect or alter the climate of a region. Certainly very large lakes do influence weather conditions along their immediate shores, as for instance along the east shore of Lake Michigan. On the other hand, it is doubtful if small lakes, even numerous small lakes, could alter the weather and climatic patterns of Southern Illinois enough to be detectable. The modifying effect some hope for would be in terms of increasing rainfall, though Southern Illinois, as often as not, suffers from too much rainfall—to the extent of causing floods. Such effect as lakes may exert on climate must remain in the conjectural state until more conclusive research has been conducted. Suffice to say, the area needs more lakes to bolster the water resource inventory.

Tourist Resources

Southern Illinois climate should be looked upon as one of the prime natural resources of our part of the state. It is a resource which we have not by any means exploited very much, yet we could capitalize upon our climatic resources to bolster the economy of our region. Recreation and the tourist industry rapidly are becoming very significant all over the United States. Southern Illinois enjoys favorable climatic conditions. The state, as a whole, actually serves as a transportation bridge across which a major part of the traffic of the country passes; even Southern Illinois serves in that function.

The flow of transportation between the well-populated North and the tourist areas of the Gulf also is considerable across our region. In addition, there is a great deal of movement of peoples east-west across Southern Illinois. Just to the north of the area is even more east-west traffic which we should try to divert into our region for a pause to enjoy our scenic resources. Late spring and early fall well could be the seasons we should begin to advertise to travelers because we have some of the most delightful spring and fall weather in all of the United States.

The big job is making it known to the rest of the country. Developing these resources and advertising them should be one of our chief concerns. Let us begin to exploit the underdeveloped resources of climate and to capitalize on its many desirable facets.

COMMUNITY DEVELOPMENT

24 FROM ELDORADO ON CAMPUS FOR 3-DAY LEADERSHIP TRAINING

By Grace Karnes

"Now, folks, I believe we are getting a little on the subject we're here to discuss. Let's hear from Bob and learn what he thinks about the community auction and rummage sale."

Immediately nine people at the meeting called to plan a very important event in the Eldorado community development program became more attentive and got back to the business at hand. The lively discussion which followed ironed out most of the problems, and the purpose of the meeting was accomplished.

The chairman of the group had not always been this successful in guiding committee meetings so effectively, but he was one of the twenty-four Eldorado people who recently attended a three-day leadership training conference at Southern Illinois University—the first course of this type ever offered there.

In its three years' experience as the town which pioneered in a community development program in Southern Illinois, Eldorado has needed efficient leadership. The entire community development program is planned in committees, and problems and solutions are discussed by small groups and at town meetings. Thus, when the University community development staff offered Eldoradoans the opportunity to take part in a leadership training course, twenty-four persons traveled to Carbondale where they received this training and enjoyed the first experience of close association with each other. For three days, these people lived in Woody Hall (on the campus) where they ate, slept, and attended conference sessions. The fellowship they experienced contributed much to making the training sessions more interesting and more effective.

The University staff members seemed to profit from the conference, too. While imparting their knowledge, they were learning from the group. The staffers served as consultants to small group discussions on questions which were vital to the people of Eldorado.

Conferees Reactions

One of the conferees, a church and social worker in Eldorado as well as a very active worker in the community development program, has stated that she found the training period very helpful in her church work and other civic and social organizations.

"I was especially impressed with the conference emphasis on 'role-playing' which brought out very clearly why we have long discussion meetings and arrive at no solutions," she said. "And I learned to be an impartial observer."

ne of the community development program's ers is a young man, head of an important com- ee which has done some outstanding work. Yet, young man is inclined to be rather timid, cially in expressing his own desires and opin-. He is now one of the busiest leaders in the er program and has demonstrated more tactful effective leadership—the kind that is making program stronger every day.

Catholic priest who is chairman of the develop- t program's Labor Relations Committee where and understanding are particularly needed at imes, was also enthusiastic over the training he ived. "There is always a time in important r-management meetings," he said, "when leader- s means the difference between the success or re of the group meeting."

ll of us came away from the conference con- ed that group meetings all over the nation could e many of the country's social problems. They ide a pattern, an order, and an opportunity for ession by everyone.

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SEMINARS ON JOB INTERVIEWS

eciding that you have to get the job before you get on with the job, Southern Illinois Univer- s School of Business staged a series of three ent seminars last fall on "Your Job Opportuni- and How to Use Them." The series was designed etter prepare the student for determining in what he would like to work, how to secure informa- about various jobs and job possibilities, and to prepare for an interview.

his program was entirely new, developed out of k done by Dean Henry Rehn of the School of ness with graduating seniors. "During the past years, the practice of outside companies sending viewers to the campus has grown rapidly," h Rehn pointed out. "We wanted the students to adequately prepared, so that they can fairly ent their true abilities to these interviewers, y of whom come from a considerable distance represent large organizations. After faculty ssion, we were agreed that a series of meetings he students would be a first step in a continuing ram." Reception of the idea by the students faculty was excellent.

he purpose of the first meeting, held with sopho- e, junior, and senior students, was to acquaint with the various careers opening in business the trends in these areas. Dr. Paul Hoffman, eting, Dr. Harves Rahe, secretarial science, Dr. Ralph Swick, accounting, served as a er panel" for this meeting.

the second meeting, Roye Bryant, director of University Placement Service, explained to the rs and seniors the facilities provided by the ersity to assist the students in securing inter- s and jobs—both while on the campus and graduation.

HARRISBURG RETAIL MEETINGS

A well-attended series of retail management meetings was held at Harrisburg under the spon- sorship of the Small Business Institute, SIU, and the Harrisburg Businessmen's Association in Octo- ber.



Shown at one of a series of Harrisburg meetings on retail management are (l. to r.): Donald Hileman, SIU advertising man; Wayne Gidcumb, Gidcumb Furniture Company, and Dick Parker, Parker Furniture Company.

Topics covered and panelists were "Business Financing," Barney Fisher, president, Security National Bank of Cairo, and James Chisholm, financial analyst, Small Business Administration, St. Louis; "Customer Services—Management Risks," Dr. Paul Hoffman, Dean Henry Rehn, School of Business, SIU; "Sales Promotion and Advertising," Dr. Donald Hileman, Department of Journalism, SIU; "Store Display, Window Display," Walter Elder, Vocational-Technical Institute, and Tom Easterly, Carbondale, merchant; "The Part Business Does Play in the Community," Frank Stamborg, consultant, Small Business Institute, SIU.

"Selling for Resale," "Merchandising for Profit," and "Selling in the Store" were discussed in other meetings with co-ordinator Cy Hastings.

SEMINARS (Continued)

The objective of the third meeting was to impress upon the students that the proper approach to job-seeking depends on sound evaluation, proper investigation, good information, and then the "30-minute interview." To dramatize this, two interview steps were arranged. One demonstrated an intelligent approach to an interview; the other pointed out in over-dramatized form some of the common faults found in students being interviewed.

IKE'S WIN GREATEST TRIBUTE TO ANY PRESIDENT SINCE MONROE

By William A. Pitkin

President Eisenhower's margin over Adlai E. Stevenson reached the astounding total of 9,312,037 votes (figures from the United Press). The reasons for this great personal triumph are found in the personality and character of the President. The American people have said in effect that they have great affection for Mr. Eisenhower; they have also indicated, regardless of any political issue, their belief and faith in him as the best man to stand at the helm in whatever crisis the future may hold.

It is idle to criticize "government by crisis." Wishful thinking aside, the future holds for the American nation a steady succession of crises; the nation's security can be entrusted only to leaders temperamentally and intellectually able to cope with the unexpected event. The crisis in the Middle East, coming as it did, possibly increased the Eisenhower majority (and lengthened his coat-tails), but the election for him was already won. The election of November 6, 1956, was the greatest tribute given to any president in his life-time since the success of President James Monroe in 1820.

The Democrats naturally had to assume the offensive in the campaign. In a manner reminiscent of the era of F.D.R., the Democrats made a brave attempt to fight the campaign on issues. The effort to make Vice-President Nixon an issue fell flat as history said it would. As a rule voters pay little attention to vice-presidential candidates and base their decision on the choice of the president. Another case of misspent energy was the effort to place the President's health squarely before the people as an issue. This was fair enough, though ill-advised. Mr. Eisenhower had given his word that he would be the first to tell the people if the state of his health impaired his function as president. Furthermore, the President's doctors, distinguished men in their field, gave assurance of the President's fitness.

The majority of voters accepted these explanations at face value. Mr. Stevenson's advisers served him badly if they were responsible for the Democratic candidate's blunt assertion at Boston on November 5 that "every piece of scientific evidence" indicated Mr. Nixon in the natural course of human events would become president of the United States within the next four years if the Republican ticket should be victorious. The people were cold to this argument.

Mr. Stevenson was an excellent campaigner. To an extent, however, the former Governor of Illinois made the wrong speeches. He should have elaborated upon the constructive achievements of his party over the years and at the same time presented blueprints for the future in greater detail. The age of automation is here and we must adapt to it. Mr. Stevenson in this way might have compelled the

Republicans to deal with issues in the same manner. At any rate, the Democratic candidate should have discussed President Eisenhower as little as possible and Mr. Nixon not at all.

International Problems

Now that the election is history the people are entitled to a clarification of the Administration's policies and program, the unanswered questions should be answered. The leadership on both sides of the aisle in Congress should accept this responsibility. The most critical and urgent of these questions lie within the realm of foreign relations; here we have a natural area of agreement. The United States Supreme Court has refused to listen to the plea of Governor J. Bracken Lee of Utah that the foreign-aid program is unconstitutional, and as a result the power of Congress to fashion this program remains unquestioned.

President Eisenhower will without question receive the support of the majority of Congress for the implementation of a sound foreign policy. Grave questions, however, have been raised respecting the alertness of United States foreign policy in the Middle East. The critical aspect of the crisis, of which Suez is a symbol, is that Russia has finally been successful in making herself a major factor in Mediterranean affairs. The noted analyst, Arthur Krock, has written (*New York Times*, November 15, 1956), "The Soviet Union has gained its century-old ambition for a foothold in the Middle East."

Russia, of course, wants to turn the Arab world against NATO. It is bootless to argue that the oil of the Middle East belongs to the Arabs as no situation can arise in which the Arabs will develop and use their vast sea of oil as the United States develops and uses her oil resources. The simple fact is that the Industrial Revolution by-passed the Arab countries and these people receive the benefits of modern methods only through their co-operation in a kind of economic partnership with western powers. Some one is going to develop the oil resources of the Arab world, and the some one is either the NATO countries or Russia.

Any person who follows current events can readily envision the consequences of a Russian victory in the Middle East; nothing succeeds like success, and Russia would probably find a good part of resource-rich Africa extending a welcome. Another critical consideration is the failure of the United States, the United Kingdom, and France to settle their differences and agree upon a common plan of action. Russia is stimulated to greater wickedness by the disunity of the free world.

Idea Exchange Needed

At no time since the Civil War has this country had a greater need for unity than at present. There is not to say that we should revert to the Seditious Act of the John Adams administration. All of the

th does not reside in one place and the need for exchange of ideas is always with us. President Eisenhower did not receive from the American people the boon most desired—a Republican Congress. The voters trusted the President's judgment on some matters, but not with respect to the composition of the Congress. Perhaps the sovereign people are amending the check and balance system. The Republican leadership, beginning with Mr. Bernard Hall, will do well to ponder the fact that the new Congress will be Democratic in both houses. The magnitude of President Eisenhower's personal triumph should not be allowed to obscure the equally great triumph of the Democratic party. It is true that the Democratic hold on the United States Senate is tenuous. Senator Price Daniel of Texas will need to exercise eternal vigilance to prevent the appointment of a Republican senator from Texas Governor Shivers. Senator-elect Lausche of Ohio is a political individualist and might upset the pole-cart for the Democrats.

Assuming that the Democrats will be able to organize the Senate, our national government will usually be in the hands of a coalition. For the past 50 years, Democratic leaders have gone far toward cooperation with President Eisenhower. There is a good reason to believe that Senator Lyndon Johnson, the Democratic majority leader, and others will not continue their co-operation on essential matters. Within the framework of this coalition, created by the electorate, the responsibility for a successful government will be shared by a Republican President and the Democratic Congress. Many grave questions must be answered. A frank and open discussion of the potential perils of nuclear warfare is needed. Other questions vital to the general welfare are: the military budget, conscription, and civil defense.

In our economic life the greatest prosperity in history prevails; the latest estimate of the gross national product for 1956 is 414 billion dollars (U.S. Department of Commerce figures). Our unqualified prosperity can easily become distorted if inflation is allowed to spiral its way through our economic life. The new Congress should give its attention to checks against an inflationary trend.

ILLMOKY WINTER MEETING

Another in the series of case histories of successful advertising by organizations in the tri-state area of Southern Illinois, Southeast Missouri and West Kentucky was presented at the winter meeting of the Illmoky Advertising Club in Wickliffe, Kentucky.

Dan Hopkins, Advertising Manager of the Leon-Anderson Company, shared the experiences of his company in a chart presentation entitled, "Pays to Plan." Mr. Hopkins covered the tie up between store planning, merchandising, marketing, promotion, and how it relates to advertising media.

The J. Walter Thompson Company, the world's largest advertising agency in terms of total billing, will co-operate with the Journalism Department of Southern Illinois University and the Illmoky Advertising Club in sponsoring the second annual Advertising Workshop on the campus February 15.

HIRING SOUTHERN GRADUATES

Any business or industry in Southern Illinois anticipating employment of college graduates or technically trained people within the next year should notify the University Placement Service immediately.

Often Southern Illinois employers who have job opportunities for these trained people contact the Placement Office in April or May for June graduates. In most cases, that is too late. Out-of-state recruiters begin interviewing June graduates the previous October. These recruiters come from all parts of the country and practically every phase of job opportunities is offered during the year.

For example, North American Aircraft at Los Angeles, California, and the Interstate Department Stores in New York City contacted the Placement Service last March for interview dates on the campus with students who will be graduating this June. Some Midwest companies have already booked interview dates for the winter and spring months of 1958.

Many of these young people finishing their training have spent two or three years in military service and want to remain in Southern Illinois. They realize the difference in the cost of living here and upstate or in the large metropolitan areas. Others are married and have some property in Southern Illinois, and they hesitate to move. However, the placement climate is good at the present time and these young men cannot wait to start their careers. Employers in Southern Illinois in need of college-trained people should therefore let graduating students know of their interests early. The people who work in the Placement Service as well as other members of the faculty would like to see more of these well-trained young men and women stay in Southern Illinois.

Some of the companies from the industrialized and metropolitan areas feel that it pays to maintain good public relations and to meet the efforts of their competitors. They also realize that it pays to keep the name of the company before these graduates. It would also be a good public relations program for Southern Illinois employers to get on the interview schedule. At least it would give publicity to Southern Illinois industries.

Any business in need of college-trained help should contact Royce R. Bryant, Director of Placement Service. He will be glad to make referrals or arrange for interview schedules.



ABOVE (l. to r.): L. C. Smoot, Smoot Oil Company, Dongola; Hugh S. Hilbalt, First National Bank, Cairo; W. Herschel Eichhorn, Mounds; R. Ralph Bedwell, (standing), SIU, Small Business Institute.

BELOW: W. W. Naumer, DuQuoin Packing Company; Carl M. Taylor, Brotherhood of Electrical Workers, West Frankfort; Bedwell, R. A. Bonifield, Bonifield Trucking Lines, West Frankfort; Roland Keene, Pinckneyville High School Principal; F. F. Stamberg, SIU.



SMALL BUSINESS COUNCIL ACTIVE

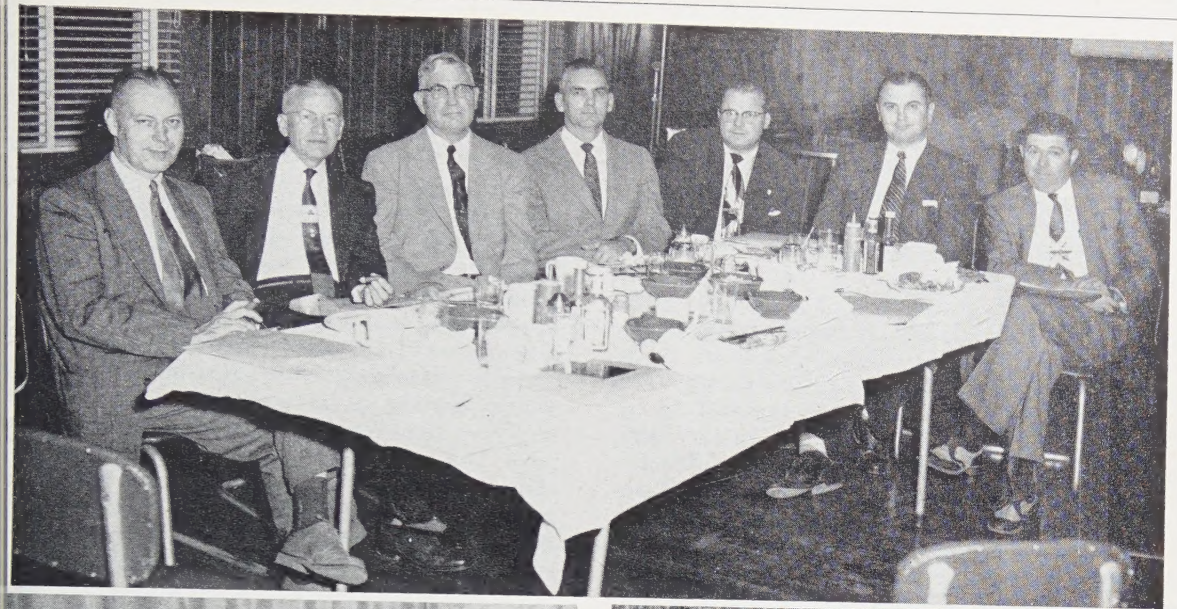
The staff of the Small Business Institute of Southern Illinois University has been meeting with members of its Advisory Council throughout the southern thirty-one counties. Rather than having one large meeting, a series of nine smaller meetings were held at strategically located communities.

The director of the Small Business Institute, Ralph Bedwell, said the meetings were held to acquaint council members with the program of the Institute over the past year, to discuss problems confronting it and how they could best be solved. Council members were also able to get acquainted with Institute staff members.

The nine meetings were held in Cairo, Metropolis, Murphysboro, Sparta, DuQuoin, Eldorado, Olney, Centralia, and Belleville. Each of the group discussions pointed out the need for businessmen and civic leaders to be alert to the future business opportunities in the community, and to be active in influencing qualified boys or girls just out of high school to train in the Small Business Institute for these opportunities.

The business consulting program of the Institute was clarified. It was pointed out that the Institute is now capable of providing technical advice in practically all phases of business through the specialists on the staff and highly-trained faculty members. This service is available at no charge to businesses, provided they apply in writing.

(continued on page 10)



OP (l. to r.): L. W. Church, First National Bank, Marissa; William Welge, Buena Vista Mill and Hatchery, Chester; George Wirth, Jr., Auto Stove Works, Newburg; Willard Bixby, American Devices Manufacturing Company, Steeleville; L. A. File, Chester Herald-Tribune; Grant Mathis, attorney, Marissa; D. W. McConachie, Federal Savings and Loan, Sparta.

MIDDLE ROW LEFT: William Carruthers, Superintendent of Schools, Murphysboro; Bedwell; C. N. Hardy, First National Bank, Murphysboro.

MIDDLE ROW RIGHT: Harry Boyd, Credit Bureau of Murphysboro; A. E. Bott, Cornbelt Laboratories, East St.

Louis; Curt E. Eckert, Eckert Orchards, Belleville.

BOTTOM ROW LEFT: Gill Montgomery, Minerva Oil Company, Eldorado; Stamberg.

BOTTOM ROW CENTER: Louis Horman, attorney, Metropolis; Stamberg; Ray Mittendorf, Mittendorf Clothing, Metropolis.

BOTTOM ROW RIGHT (l to r): George Gassman, Illini Builders, Olney; L. W. Arnold, attorney, Olney; Marshall Poole, WVLN, Olney.

RIVER STAGES AT CAPE HAVE SIGNIFICANCE TO AREA FARMERS

By Lowell R. Tucker

The Mississippi River height at any area affects the surrounding river flood plains. Summarizing such height records has agricultural significance to the flood plains of this region and is valuable to landowners.

Here has been summarized a fifty-eight year record of the river height at Cape Girardeau, as recorded daily by the Corps of Engineers, U.S. Army. The zero point on the measuring gauge for river height at Cape Girardeau is reported to be 304.77 feet elevation above sea level. In the fifty-eight years, the highest river flow was at the forty-two-foot mark on this gauge. This occurred in May. The average of all daily heights is 15.35 feet.

While much of the land along the Mississippi River is protected by levees, large areas are not. Levees prevent flooding, but drainage of much of this protected land is not likely to be adequate whenever the river stage is higher than that of the land.

The Mississippi River height in Southern Illinois is determined by drainage from large land areas of the basin, including areas where climatic conditions may differ from those existing locally. Therefore the river height does not continuously parallel local rainfall. River height is affected by the amount of snowfall in higher altitudes and more northern latitudes and by the speed of spring thaw.

From the daily measurement records for the fifty-eight years, the portions of each month that the river is at or above each one-foot marker on the measuring gauge were calculated and are shown in a table. These portions are expressed in percentage of the total measurements for that period. The highest average river height is in April and the second highest in June; however, while the river doesn't average quite as high in May as it does in April or June, it actually reaches higher points. The river is normally below its annual average from August through February inclusive. The river in April averages 7.5 feet above and in December 5.6 below the annual average, a difference of 13.1 feet.

Types of Crops Suggested

Crops that cannot stand flooding would be in a hazardous position if growing on land which is below the level at which, through the years, the river flows 50 per cent of the time during the growing season. Crops not protected by a levee, if long-lived perennials and seriously susceptible to flood damage, should be grown on land which is at least thirty-three feet higher than the zero mark on the Cape Girardeau Mississippi River gauge. Even up to the forty-two foot level, perennials face the possibility of flooding hazard. This limits production on the unprotected land to those perennials that are not seriously damaged by overflow, or to annuals that will grow in that season of the year when the

river is normally low. Annual short-season crops that may be grown during August, September, October, November, December, and January may usually be planted on land which is not over twenty feet above the Cape Girardeau zero mark.

Land that is twenty to thirty-three feet above the zero gauge reading is land on which efficient proper use must be carefully planned if extensive crop losses are to be held to a minimum. Even when not protected by levees, land in this height range might profitably be planted to crops that can be seeded after July and harvested before February.

Some of the crops which may be adapted to land of good fertility at this range are very short-season or forage corn, winter grains for forage but not for seed, and cool-season autumn vegetables such as spinach, Chinese cabbage, turnip, radish, and lettuce. Even short-season autumn sweet corn may be grown. This land may furnish opportunities for supplemental feed production to be utilized by live stock which normally is kept on higher land where feed shortage often occurs during these months. This land would also have possibilities as an area on which to produce organic matter for mulching fruit growing on nearby hilltops. Much of this land not protected by levees now is in timber, and should be in those types which will withstand flooding.

The land protected by levee is safe during river flood periods unless there is seepage through sand strata or if rains occur in the area while drainage outlets are blocked. Under such conditions, local flooding may occur on protected farm land.

A separate table is available from the School of Agriculture to enable those managing land in this flood-plain area to study a summarized fifty-eight year record of river activity for their planning use.

COUNCIL (continued from page 3)

In summarizing the meetings, Bedwell pointed out that Council members were extremely interested in the campus program of the Small Business Institute. This is a four-year program which, through content and practical experience, trains outstanding students in the operation of specific small businesses. The staff of the Institute will be pleased to make public appearances before business clubs, high school assemblies, women's groups, school guidance officials, and teachers to explain the program.

The Small Business Advisory Council was appointed early in 1955 by the president of Southern Illinois University in order that contact could be maintained between a University program and area business people. As the program of the Institute develops, it is anticipated that the advisory members will continue to play a more active part. The members were appointed for a two-year term on the basis of business background, geographical location, and community leadership.

Membership on the Council will soon be changed somewhat in order to provide a rotating group. New appointments will be made early this year.

SOCIAL SCIENCE LIBRARY HAS MANY BUSINESS REFERENCE WORKS

Ruby Kerley

The Social Science Library, one of four subject libraries at Southern Illinois University, makes its facilities available to Southern Illinois businessmen. Its library covers the broad fields of business administration, economics, government, history, sociology, and anthropology. In the business field, the Social Science Library contains business services, directories, books, periodicals, government documents, atlases, and trade association publications. The following survey gives an idea of the scope of this library and the kinds of materials available there.

Among the business services to which the Library subscribes is the series Moody's *Manual of Investments, American and Foreign*. Separate volumes in the series are: *Bank and Finance Manual*, *Municipal Government Manual*, *Industrial Manual*, *Transportation Manual*, and *Public Utility Manual*. A leaf service keeps these basic volumes up to date. The volume covering municipalities provides pertinent data on cities and states, including the bonded debt of approximately 12,500 cities in the United States, and the assessed value and tax rate for each. Comparative figures can be found for Bondale, Cairo, Chester, Edwardsville, Marion,

and the *Labor Relations Reporter*, a multi-volume series published by the Bureau of National Affairs, one of the most complete services on labor relations giving NLRB decisions, court opinions, arbitration, negotiations, and wage and hour contracts. The entire text of the recent agreement between the United States Steel Corporation and the United Steelworkers of America was available here after its release.

The Commerce Clearing House publishes many services. One is the *Illinois State Tax Reporter*, a two-volume set and the current service covers Illinois taxes and explains how they affect individuals, business, and other interests. It also covers Illinois cities which have adopted the Municipal Retailers' Occupation (Sales) Tax of one-half percent, as provided by legislation of the General Assembly.

Businessmen frequently need the addresses of companies or they wish to find manufacturers of particular products. Thomas' *Register of American Manufacturers* contains an alphabetical listing of companies, with addresses, as well as an alphabetical product classification. For example, all manufacturers of buttons are listed alphabetically by state, then by city. The *Illinois Manufacturers Directory* gives similar information for Illinois.

The collection of metropolitan telephone directories, alphabetical and classified, includes such cities as St. Louis, Chicago, New York, Baltimore,

Cleveland and Cincinnati. Telephone directories for area towns include Benton, Cairo, Harrisburg, Marion, and West Frankfort.

Recommended Investments

Confidential services such as the Dun and Bradstreet *Reference Book*, giving financial ratings of companies, are not purchased by the Library. Neither does the Library give advice on investments. But we do have available for public use the weekly Moody's *Stock Survey* which gives the trends in security markets and makes recommendations for sale and purchase of stocks. Also available is the Moody's *Bond Survey* which provides the same type of information on bonds.

Trade books on investments and other areas of interest to business are added continually. Some titles purchased recently are:

Roth, Carl and McKenzie, John T. *Standard & Poor's Selecting Stocks to Buy for Profit with 77 Recommended Examples*. New York, Henry Holt and Co., 1956. \$1.95.

Whitehill, Arthur M. *Personnel Relations, the Human Aspects of Administration*. New York, McGraw-Hill Book Co., 1955. \$6.00.

Braun, Kurt. *Labor Disputes and Their Settlement*. Baltimore, Johns Hopkins Press, 1955. \$6.00.

White, Edwin H. *Business Insurance*. 2nd edition. Englewood Cliffs, N. J., Prentice-Hall, 1956. \$6.50.

Uris, Auren. *Developing Your Executive Skills*. New York, McGraw-Hill Book Co., 1956. \$4.50.

Dunn, S. Watson. *Advertising Copy and Communication*. New York, McGraw-Hill Book Co., 1956. \$7.00.

Indexes such as the *Readers' Guide*, *Industrial Arts Index*, and *Public Affairs Information Service* serve as keys to the contents of business and general periodicals. For the most recent materials on automation, on mergers, or on the guaranteed annual wage, the indexes cite articles in specific periodicals. *The New York Times Index* makes the business articles appearing in the *New York Times* easily available.

Among the business periodicals and newspapers which the Library has are *Barron's Business Week*, *Commercial and Financial Chronicle*, *Dun's Review and Modern Industry*, *Factory Management and Maintenance*, *Harvard Business Review*, *Journal of Commerce*, *Monthly Labor Review*, *Nation's Business*, and *Survey of Current Business*.

The Social Science Library holds memberships in some associations which cover business interests. Our membership in the American Management Association permits us to receive the Association's periodicals, *Management Review* and *Personnel*, in addition to its extensive series of bulletins on insurance, manufacturing, marketing, packaging, personnel, office management, and research. Our membership in the National Industrial Conference

Board gives us the *Business Record*, *Management Record*, *Road Maps of Industry*, *Studies in Business Policy*, *Studies in Personnel Policy*, and *Studies in Labor Statistics*.

The United States Commerce Department and the Small Business Administration publish many documents in the business field. For a number of years the Library received only the government publications sent to designated depository libraries. Beginning with January, 1956, the Library receives both the depository and the nondepository documents on microprint for which special reading machines are available. The Commerce Department publications are available on both paper and microprint. These include the Bureau of Census publications on population, housing, agriculture, business, and manufacturers in both preliminary form and the final volumes. Other bureaus of the Commerce Department which publish business materials are the Business and Defense Services Administration, Foreign Commerce Bureau, and the National Bureau of Standards.

Small Business Counsel

The Small Business Administration series of publications—*Management Aids for Small Manufacturers*, *Technical Aids for Small Manufacturers*, and *Small Marketers Aids*—are designed to help the business owner select a desirable business and location, establish his business, and conduct it successfully. The SBA's publication, *U.S. Government Purchasing Directory, Who Buy, What and Where* may point a businessman to new sales.

Some hearings held by committees of the U.S. Senate and the U.S. House of Representatives concern business. The House Select Committee on Small Business and its subcommittee hearings may be followed for current trends and possible legislative action. The Subcommittee on Labor of the Senate Committee of Labor and Public Welfare held hearings late in 1955 and early 1956 on area development. The full statements of Southern Illinois residents who appeared before this Subcommittee or submitted prepared statements for the Johnston City, Mounds, and Rosiclare hearings are available here. These hearings and those of the House of Representatives' Committee on Banking and Currency on a similar area assistance bill contain facts and opinions on business conditions in Southern Illinois.

The Social Science Library also receives publications from Illinois state agencies. Two of these are *Labor Market Trends*, an analysis of labor market conditions in Illinois, and the *Illinois Labor Bulletin*. Publications from other universities are likewise received. One of these is the *Illinois Business Review*, a monthly summary of business conditions for Illinois, which is published by the Bureau of Economic and Business Research at the University of Illinois.

Circulating materials for use outside the Univer-

sity Library should be requested through the librarian in your town. Residents of the area are encouraged to make use of the resources of the University Library. The staff of the Social Science Library is not large enough to do extensive research, but we can answer specific reference questions for you by mail, by telephone, or in person.

Many of the materials referred to in this survey are for building use only. In most cases, however, these materials can be copied by photo-reproduction for a fee.

CITIZEN CONSULTATIONS

Southern Illinois University was one of twenty Midwest institutions selected by the U.S. State Department (in co-operation with the U.S. National Commission for UNESCO) to sponsor programs of "Citizen Consultations" on subjects vital to America's long-range international problems. The aim of the State Department is to secure the views of representative citizens who have informed themselves on these problems and to stimulate public interest.

President D. W. Morris invited a representative group to form a Sponsoring Committee to select the subject and membership of the first work group. Dean Willis G. Swartz of the Graduate School is chairman of the Sponsoring Committee and Dr. Frank L. Klingberg, professor of government, is chairman of the project as a whole.

Sixteen business and professional men from seven towns, several faculty members and other civic leaders are members of the Sponsoring Committee.

The first work group met on five successive Monday nights to study "The American Citizen's Stake in the Progress of Less Developed Countries of the World." Dr. G. C. Wiegand of Southern Illinois Department of Economics was discussion leader of the group of about twenty, including eight of the men listed above. A report is now being prepared for the State Department.

BUSINESS ALUMNI

School of Business alumni and faculty held the annual Homecoming breakfast get-together and election in the University Cafeteria at Homecoming.

Don Riess was elected president; E. J. Flota, vice president; and Bud Cross, secretary-treasurer.

Dean Henry Rehn described the growth of the School of Business during the past four years. Enrollment increases in the fall terms for the past four years have been 31 per cent, 51 per cent, 31 per cent, and 15 per cent.

Officers met to lay plans for future meetings which may include a business seminar at commencement time, and other business sessions during the year. The new alumni president has asked that business graduates of Southern contact him.

ECONOMICS

**BUSINESS, ECONOMIC RECORDS
BEING SOUGHT BY UNIVERSITY**

The University has decided to seek out documents, records, letters, manuscripts, etc., of farms, businesses, banks, labor unions, and other economic institutions which have been, or are, operating in Southern Illinois. There is an enormous need for collecting and making available to graduate students, faculty, and other area researchers the papers, groups, individuals, and organizations which have made contributions—whether large or small—to the development of our area. As time passes, it becomes increasingly difficult to analyze those documents which seem to have occurred “only yesterday.” Since history is anything that happened yesterday or before, no would-be donor to the university’s collections should feel that his offerings are too old, too new, too large, or too small to be of interest.

For the first time in the history of SIU there are adequate storage facilities for the historically important records which would be a real boon to those who are attempting to further the graduate research programs of the University. The final records and documents supplied by publicized citizens of Southern Illinois would be the materials for such undertakings. All of the state universities of the nation have established,

or are contemplating the establishment of, such regional collections. SIU would like to be foremost as an archive for economically important records now lying scattered throughout the countryside. It is one of the major functions of a university to provide a secure place for the records of a people’s development. This function SIU wishes to assume.

A typical listing of the kinds of records which would be of special value might appear as follows:

- I. Stockholders
 - A. Recordings of meetings
 - B. Records of stock ownership and transfers
- II. Board of directors
 - A. Records of meetings
 - B. Correspondence
- III. Company Officers
 - A. Correspondence
 - B. Evidences of managerial organization and procedures: office memos, etc.
- IV. Financial records
 - A. Balance sheets
 - B. Profit and loss statements
 - C. Supporting records: ledgers, journals, inventories, vouchers, receipts, payroll records, bank accounts
 - D. Tax reports and reports to other public (government) bodies
- V. Miscellaneous records of outstanding interest (including production, sales, etc.)

(continued on page 16)



raph Bedwell (standing, left), Director of the SIU Business Institute, spoke on the opportunities of the school business teacher in helping future small businessmen solve their many problems at a luncheon of the Southern Division, Illinois Education Association, attended by 43 business teachers. Officers of the Business Teachers Association and SIU faculty guests

shown here are (seated) Harry Bauernfeind, assistant dean, Technical and Adult Education; Harves Rahe, SIU; Mrs. Arcile Reece, Anna-Jonesboro High School; and Dr. Viola DuFrain, SIU. (Standing), Bedwell; Mrs. Helen Holmes Johnson, Elkhville High School; Dean Henry J. Rehn; Eugene Wyllie, University School; and Miss Ferne Harris, Herrin High School.

BOOK REVIEW

SOUTHERN ILLINOIS PILOT STUDY
CITIES UNTAPPED ECONOMIC ASSETS

By Lewis A. Maverick

PILOT STUDY OF SOUTHERN ILLINOIS, *Charles C. Colby*, 8 x 11 inches, xiii and 94 pages, three folded inserts in back cover pocket, 48 illustrations including maps. Carbondale, Southern Illinois University Press, October, 1956, \$7.50.

Dr. Colby is one of the leading geographers of the country. He served the National Resources Planning Board and the National Resources Council, and helped in the establishment of the Tennessee Valley Authority. His fields of specialization, land classification and analysis, are particularly suited to this study, made while the former University of Chicago professor was on the staff of Southern Illinois University.

Professor Colby chooses as his area of concentration 32 counties, omitting Madison and St. Clair which fall in the St. Louis metropolitan district, but including Effingham, Jasper, and Crawford to the northeast.

With an expert hand, Dr. Colby divides the region into five sections for separate description and study: (1) the elevated watershed or central highland running north from Williamson County to Fayette; (2) the eastern slope to the Wabash River; (3) the western slope to the Mississippi; (4) the area that he is disposed to feature, the Shawnee Hills (often called the Illinois Ozarks) running west from Hardin County on the Ohio River to Union County on the Mississippi and northwest as far as Monroe County; and (5) across the south tip of the state, the Ohio River bottoms. Maps show the distribution of population, crops, dairying, forests, and the mining of coal and fluorspar.

Assets of the Area

The region has several important advantages. Its location is central and it borders on the great industrial belt of the northeastern part of the nation. From there it spreads two important fans, the first of which is a group of great rivers, the Mississippi, the Ohio, the Wabash, the Illinois, the Cumberland, and the Tennessee. "The people of no other section of the country are equally familiar with so many major streams," Dr. Colby writes.

The other fan is composed of the astonishing number of major railroads: Illinois Central; Chicago and Eastern Illinois; Baltimore and Ohio; Gulf, Mobile and Ohio; New York Central; Pennsylvania; Louisville and Nashville; Southern; Missouri Pacific; and Chicago, Burlington and Quincy. To be sure, some of these lines have merely run in rails to tap the coal fields, and they pay little attention to other freight or to passenger traffic. Yet, if different traffic should develop, the railroads

would be eager to carry it. Several more railroads are just across the river in St. Louis.

The highway system is being constantly improved. Since Dr. Colby wrote, the highway bridge across the Ohio at Shawneetown has been completed. The rivers are admirably suited to transport heavy materials, and the railroads and highways to transport lighter products.

Industrial supplies of water and coal are great resources. The East St. Louis industrial complex and the recently-built power plant at Joppa are among the installations taking advantage of these resources.

Another advantage of Southern Illinois than appealed particularly to Dr. Colby is the recreational potential. We who live here have only begun to use the relatively new lakes and resorts. On the other hand, a few far-sighted individuals see that such places as the Shawnee Hills can be made to attract nature lovers and vacationers from other areas. Yet, Dr. Colby warns, there are great obstacles to overcome and great tasks to perform before the Hills may be fully developed as a tourist attraction. The people are individualistic and not co-operative. Hotels and other tourist accommodations are few and of low standard. Dr. Colby believes that at least two more resorts should be built and all of them should be improved and provided with better access roads. Even the clearing of streams and the opening of vistas to command the distant views will take much work.

When he discusses attracting tourists to the area Dr. Colby speaks in particular of visitors from Chicago and Northern and Central Illinois. Here there are, also people in Indiana, Kentucky, and Missouri who may be drawn to the Shawnee Hills.

Farm and Mining Problems

Among the disadvantages of the area cited by Dr. Colby is submarginal agriculture, particularly in the southeast and in the highland, the level watershed running north from Williamson County. In the latter area, the effect comes in part from the distress of the coal miners who eke out a meager existence by some food or income from a hill farm. The submarginal character of a farm is in part due to its uneconomical, small size and to the need of the family to live from its produce; it is also due to the poor attitude of family and neighbors, lack of ambition, etc. Education and training will help here, and so will leadership and example as in the case of the excellent Dixon Springs Experimental Farm of the University of Illinois.

The problems of Southern Illinois agriculture are not unique. All the Middle West has felt the effects of the war-peace cycle, and also of the two stresses of migration—to the West and to the cities. The war-peace cycle (this is your reviewer speaking, not Dr. Colby) causes in war time an excessive production with new lands broken to the plow. This is followed first by a collapse of world agriculture

kets as soon as devastated areas resume farm
duction. Such a collapse came in 1920 and
n, approximately, in 1947. A secondary and
e destructive collapse is that which affects the
s as well as farms. We remember the one that
e in 1929 and kept us in depression for ten
rs; we may again see a parallel.

he distress of the coal mining areas is also
plex. Here, too, there has been a war-peace
e: full employment in war time, followed by
spread unemployment and distress in peace.
nother war comes, it is likely that the miners
find employment even at the high wages they
demand. But the technological trend is against
n. The mines are being mechanized and need
er workers. Competing fuels and sources of
gy such as waterpower displace coal, especially
e the price of coal has been forced so high. For
mple, oil has replaced coal for use by ships and
roads. Meanwhile, industrial users of coal are
ning to use less of it. Boilers get more efficiency
of coal they burn and steel plants operate on
continuous principle with no reheats, etc.

Industrial Picture

Industrial plants in the area are small and widely
ributed. The number of women workers is high,
the work irregular, seasonal, and subject to
ffs. Women employees can stand this irregular-

ity of employment better than can men, but it
is an unfortunate feature of local industry which
industrial leaders and others should try to correct.

Any forward-looking local body that wishes to
attract new firms should remember this caution,
largely taken from C. E. Hair, former mayor of
Benton: Officers of a firm looking for a site want
to find small, neat homes fronting on well-paved
streets with good sidewalks, a local transportation
system, good parking facilities, hospital, adequate
schools, recreation areas and parks, street lighting,
ample water, gas and electricity at moderate rates,
sewage disposal, police and fire protection. The
company's officers will be much less interested in
a country club or a swank residence district.

Recommendations Made

This is a pilot study. Dr. Colby has reached the
age of retirement, and he knows that younger men
and women will carry on the work of rehabilitating
and toning up Southern Illinois. He encourages
them to develop the Shawnee Hills and to stock the
streams with fish; to meet the problem of the sub-
marginal farm; to help the coal mining areas; to
persuade the labor leaders to put sweet reasonable-
ness into the demands of the unions, and to capi-
talize on the wonderful industrial opportunities
afforded by the rivers, the railroads, and the rich
coal supply.



BELLEVILLE CREDIT MANAGERS

one of the largest schools of its kind, seventy-
credit managers of the Greater Belleville area
re four three-hour sessions in a two-week period
tressing "Consumer Credit."

illmore Hastings, SIU, was the lecturer and the
s covered included "Getting into Credit,"
s the Consumer Want Credit?" "Credit Sales
otion," "Opening the Account," "The Different

Types of Accounts," and "Collections." The course
was offered under the SIU Extension Division and
the Small Business Institute.

The group discussed the growing use of consumer
credit, and the necessity for establishment of a
credit-collection-promotion policy by the company
accepting credit. Hastings pointed out that the
credit grantor had a three fold responsibility to
"the store, the consumer, and the community."

LOCAL GOVERNMENT CENTER PLANS SHORT COURSES, STUDY PROJECTS

By James D. Kitchen

The announced aims of Southern Illinois University are teaching, research, and service. A number of special agencies have been created to carry on these purposes. Among these is the Local Government Center, a specialized activity of the Department of Government which seeks to contribute to each of the three University goals, particularly as they apply to Southern Illinois.

The center's teaching function has been largely confined, in the past, to regular academic work in state and local government, but it is now planning for "short courses" for persons carrying on specific governmental functions. The first of these is scheduled for January 28, 1957, when mayors and council members throughout Southern Illinois will be invited to discuss their experience with certain common problems, and to hear a talk on a subject of current interest to municipalities. It is hoped that similar meetings for other officials may be arranged for the spring or fall of 1957. Interest has also been expressed in an annual Local Government Conference bringing together persons from cities, counties, townships, and special districts to discuss their relationships and common problems.

Staff members of the Center participated in the organization of a First District Municipal Officials League in 1951 and served as its secretariat. Monthly meetings of this group were held for some time and an annual conference met at SIU in 1952. In more recent years, unfortunately, the group has

become inactive although its formal organization still exists.

A number of research projects have been completed and results published. Among these have been reports on the "Little Hoover Commission" study of Illinois state government and city-manager government in Illinois. Now ready for publication are a revised edition of the city-manager report, and two new studies on county government and on the uses of the special assessment to finance local improvements. Additionally, work is being done on a compilation of municipal revenue and expenditure figures for all Southern Illinois municipalities during the past five years. It is hoped that this factual review will serve as the basis for several brief studies of various aspects of municipal finance.

Apart from these reports and from group activities, personnel of the Center are anxious to be of service to an individual city, county, township, or special district in any way possible. During the past five years staff members have responded to various requests for information and consultation and it is hoped that opportunities for such service will expand. The Center is prepared to serve as a reference agency, providing factual answers to specific questions, and pointing out current practices and experiences in other cities. It is not our purpose to "crusade" for any particular point of view, but rather to make available unbiased, objective information which may be interpreted and used at the discretion of local officials.

As a part of these service activities, we are co-operating with the SIU Community Development Department in the governmental aspects of their programs and hope to be of increasing usefulness in this work.

A collection of materials on state and local government was begun in 1951 and is now large enough to be of considerable value. It is housed in the Local Government Center, Old Main 203B, and we welcome its use by persons interested in local government problems.

In summary, the Local Government Center and its individual staff members stand ready to assist students, local officials, and private citizens in whatever way they can to contribute to better local government in Southern Illinois.

RECORDS *(continued from page 13)*

Naturally this list would have to be altered to apply to groups or individuals not corporations. Farmers and persons in the field of labor would have different records from these. Of greatest value are records which cover fairly long periods of time or which cover periods of unusual economic and business conditions.

The University would prefer to accept all papers on an outright gift basis; where there are items of an extremely rare or valuable nature, the University would be willing to microfilm and return them to the owner. Should givers of papers desire an arrangement not covered by the two just mentioned, other conditions could be met. All gifts would become the property of the University and would be housed in the University Library where they would be available to all serious scholars.

If you have, or know of anyone who has, papers, records, etc., of possible interest to the University, please write to:

Dr. Robert G. Layer, Chairman
Department of Economics
Southern Illinois University
Carbondale, Illinois

EDUCATION-FOR-BUSINESS DAY

"Education-for-Business Day" will be held at SIU's campus, Saturday, March 30, by the School of Business and the Home Economics Department. This is the second such day for the School of Business, while Home Ec has held several.

The purpose is to acquaint the students with the school, and with various areas within business, such as accounting, management, marketing, secretarial business-teaching, and economics. Faculty personnel will discuss with the students the work involved in careers in these areas, the opportunities available, the rewards attainable, and the training required.